



ULTRA-GRAPHIC TRANSFER LTD.

Finishing Touches

Graphic imprint technology has accomplished many leaps thanks to the organization led by DALE CHAN.

Ultra Graphic Transfer (UGT) was founded in 1997. The company's inception came from a breakthrough invention: a patented process of producing and applying decals to decorate different kinds of materials and surfaces. This technology allows for much easier application of colors and graphics to products such as gadgets, household items, toys, automobiles, and the like.

"This innovation came from the increased demand for product decoration, answering the need for both quality and cost effectiveness," says Operations Director Dale Chan. "Traditional methods such as silk screen and pad printing were not enough to satisfy our needs, hence we were given an opportunity to find, develop, and serve new means of decal decoration."

Enhanced Value

The search for higher quality products at a lower cost is perpetual and universal. For the graphic decor industry, the demand has grown in Hong Kong as with everywhere else in the world. UGT's decals meet these criteria.

"We constantly improve our decoration methods as to always be at a higher standard over time, and continually seek new methods in production, management, and research. It is this innovative culture inside our company that differentiates us from others, keeping us on top of the industry despite high competition," say Chan.

"Besides our top tier decoration methods, we also provide several additional services such as graphic handling, product development advice, and pre & post production assistance. We equip ourselves to keep our customers satisfied and

彩能 ultra-graphic transfer®

誠意為您提供服務

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help them fulfill their needs and achieve their goals."

Rolling with the Punches

"One of the biggest obstacles we have faced was the global economic shrink of the past three years. The event hugely impacted product sales and the cost considerations on decoration," says Chan. "We overcame it by developing new generation decals and decoration methods, while adding more features to the products in order to meet a wider range of application. This helped us get into new markets and create more business

opportunities.

"Beside the OEM products that we have been doing for years, Ultra-Graphic Transfer has recently started developing its own product line and brand. This will open up new, unexplored areas for the company to grow. We remain committed to our R&D, as we will never be complacent with what successes we have already achieved. This mindset helps us in going forward." ■

For additional information please visit www.ugt.com